LENAPE TECHNICAL SCHOOL

SECTION: COMMUNITY

TITLE: PUBLIC RELATIONS OBJECTIVES

ADOPTED: May 21, 2009

REVIEWED: June 16, 2016

901. PUBLIC RELATIONS OBJECTIVES

1. Purpose

The purpose of the school-community relations program is to establish and maintain communication that informs the public and involves them in the educational goals and programs of the career and technical school.

2. Authority

To achieve this purpose, the Joint Operating Committee shall provide students, parents, guardians and other residents opportunities to receive information and orientation regarding the school and the academic and technical programs. The Joint Operating Committee may utilize all appropriate means and media to achieve its public relations objectives.

3. Guidelines

The Lenape Technical School-Community relations program shall be based on the following principles:

1. School-community communications must be honest in intent and execution.

2. School-community relations must be an integral part of the total educational program.

3. Ideas should be communicated in simple, easily understood language.

Major emphasis shall be on good human relations, on considering citizens as friends and explaining the reasons for the program of the school in a plain straightforward manner. In addition, school personnel shall continuously attempt to learn all they can from the citizens in the community that will help them with the education of the children in their care.

The objectives of the school's public relations program shall be to:

1. Explain the programs, achievements and goals of the school.

2. Determine which particular areas of the school program, policies or operations need further clarification or explanation.

	3. Keep staff members fully informed.
65 P.S. 271 et seq Pol. 903	4. Operate in public session, as speedily and efficiently as circumstances permit and with public participation.
	5. Recognize students as a public entitled to be heard and provided with reasons for policies and procedures that relate to them.
4. Delegation of Responsibility	**The Administrative Director shall be responsible for the dissemination of news releases and the publication of educational reports. These may include the presentation of information pertaining to:** **1. Strengths, weaknesses and needs of the educational, physical and fiscal phases of the school programs.** **2. Plans for the future.** **3. Scholastic achievement and honors of students and staff.** **4. Curriculum.** **5. Special instructional services.** **6. Report of follow-up studies on students and graduates.** **7. Reports on research findings.** **8. Reports on opinion polls and surveys.** **9. Handbooks.** **10. News letters.** **11. Pamphlets.** **12. School year annual report.** **The Administrative Director shall also authorize the participation of the school in educational exhibits and functions of the local, state and national levels within the limit of funds provided by the Joint Operating Committee.** **Teachers shall be aware that good community relations depend upon the nature of daily life in the school. School employees should seek the following objectives as they have opportunity in their respective fields of service:**

PA Statute 65 P.S. 271 et seq Joint Operating Committee Policy 903	**1. Acquaint citizens with the work of the school.** **2. Give courteous and thoughtful consideration to all inquiries and complaints. Make parents and families feel welcome in the school.** **3. Cooperate as fully as practical with parent-teacher groups and with other organizations seeking information or offering assistance to the school.** **4. Maintain all student relations with firmness, intelligence and sympathy so as to command the respect and enlist the cooperation of those with whom the student makes a home.** **5. Develop interstaff relations which merit the respect of the community.**